



PRESS RELEASE

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LUDACRIS PARTNERS WITH THEHEAD.ORG TO PROVIDE PEOPLE-TO-PEOPLE RELIEF FOR HURRICANE DORIAN SURVIVORS

“Chris ‘Ludacris’ Bridges and The Ludacris Foundation Provide Medical Supplies, Food, Water and Clothing Assistance to Bahamian Families Devastated by Hurricane Dorian”

Atlanta, GA – The images and stories of the devastation caused by Hurricane Dorian in the Bahamas have been chilling and very sobering. People have been injured ... Families have been torn apart ... Homes and communities have been destroyed ... and the lives lost number in the thousands. Dorian survivors have immediate life-threatening and long-term needs that greatly impact their basic well-being and ability to recover. “Chris wanted to respond to their call for assistance as quickly as possible. Time is of the essence,” said Roberta Shields, President of The Ludacris Foundation.

“Learning about Hurricane Dorian’s devastation, we contacted Bahamian governmental agencies, local relief organizations and US relief organizations to ascertain local needs, and the best manner to provide needed assistance. Specifically, we chose to partner with the TheHead.org (HeadKnowles Foundation), MedShare and World Central Kitchen to deliver supplies and services to the people of the Bahamas. Lia Head-Rigby, co-founder of the HeadKnowles Foundation escorted us for our 2-day Bahamas Relief mission, and helped us open doors and hearts in the Bahamas,” said President Roberta Shields. “We flew into Freeport, per the request of Dr. Duane Sands, Minister of Health on Tuesday with medical supplies donated to Rand Hospital.”

"A lot of people want to help those affected, but aren't quite sure how to help and where to put their support," said Ludacris. "Through our efforts, we have begun by providing pallets of water, meals and medical supplies. Our initiative is one where people can see their donations at work – something very visible and tangible. I have donated \$100,000 to this effort and sent my Mom and plane down carrying supplies. Our team has already gathered 1,600 lbs. of brand new, unexpired medical supplies that were air-shipped and departed Tuesday. Each day that people go without needed attention and supplies exacerbates an already horrifying situation on the ground. I welcome you to join me and contribute to support this effort. No contribution is too small ... No gesture is insignificant ... We need our global village to rise to the call."

In addition, we donated \$10,000 to World Central Kitchen, to support Chef José Andrés, who since day one of the catastrophe has provided 20,000 hot meals a day. Lastly, we have organized 40-ft. container load of medical supplies to be sent via ocean freight to the islands after we received input from the Minister of Health regarding what is still needed. “We saw people of all races, nationalities and circumstances helping – people to people. Despite seeing the devastation and hearing the traumatic stories, I was uplifted by this resilient spirit of the people I met,” said Roberta Shields.

Learn more about how you can join our efforts at <http://www.ludacares.org/bahamas>

About The Ludacris Foundation *The Ludacris Foundation is a 501c3 non-profit organization. The foundation’s program focus is in three key areas (3L’s): Leadership and Education; Living Healthy and LudaCares. Since 2001, The Ludacris Foundation has been helping youth help themselves and has invested more than 10,000 hours in devoted service to youth across the nation.*